

Fig. 1A (prior art)

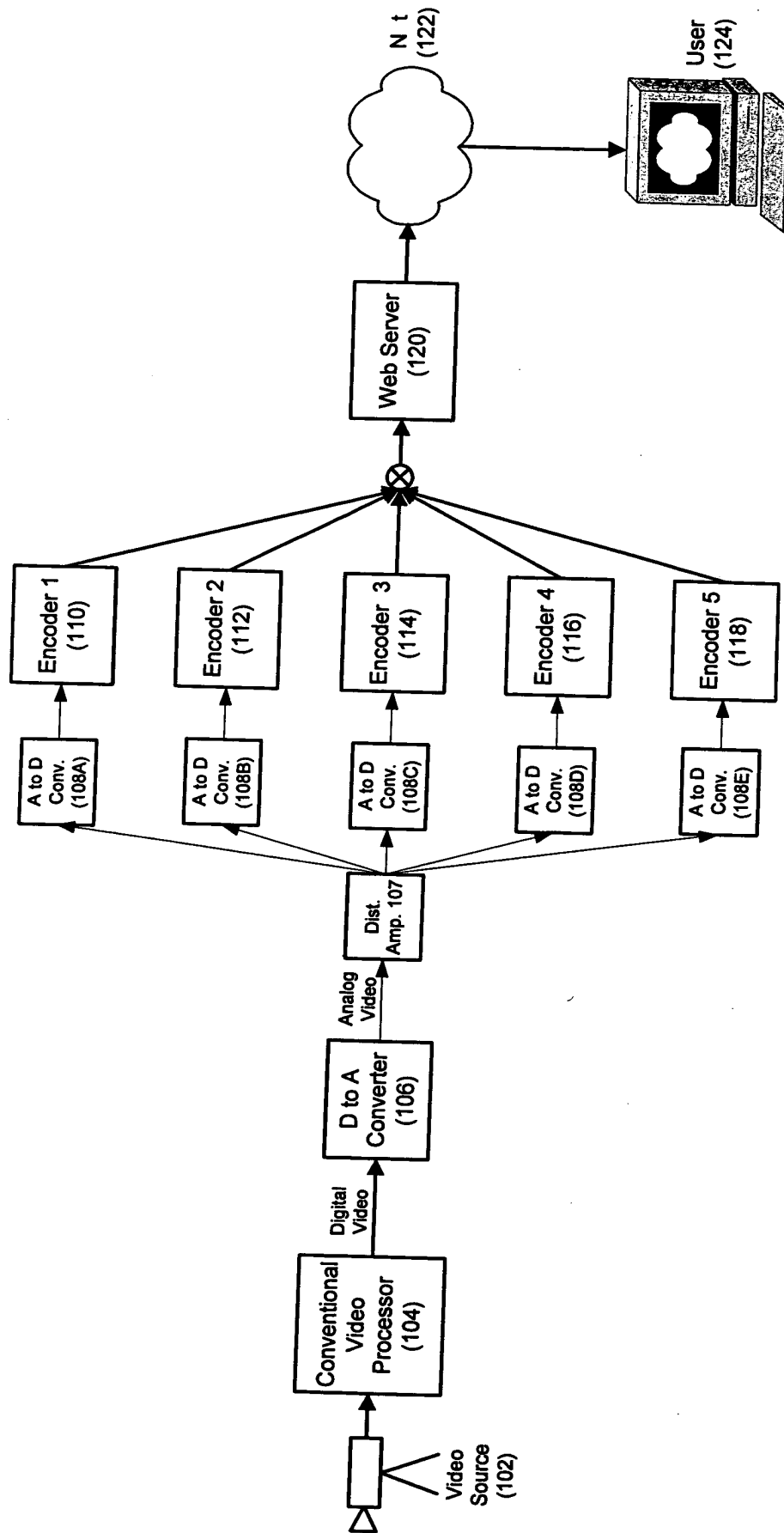


Fig. 1B (prior art)

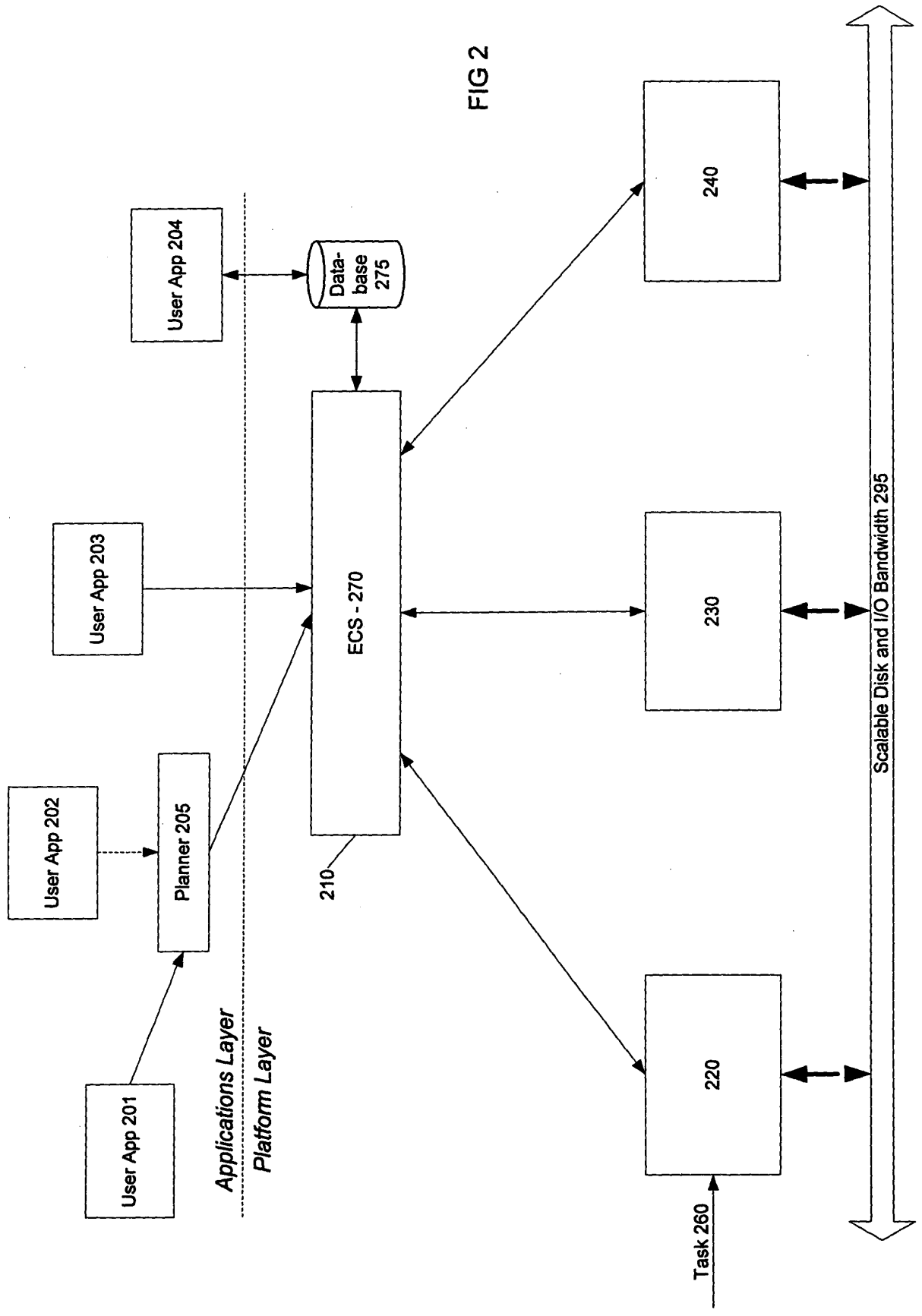


FIG 2

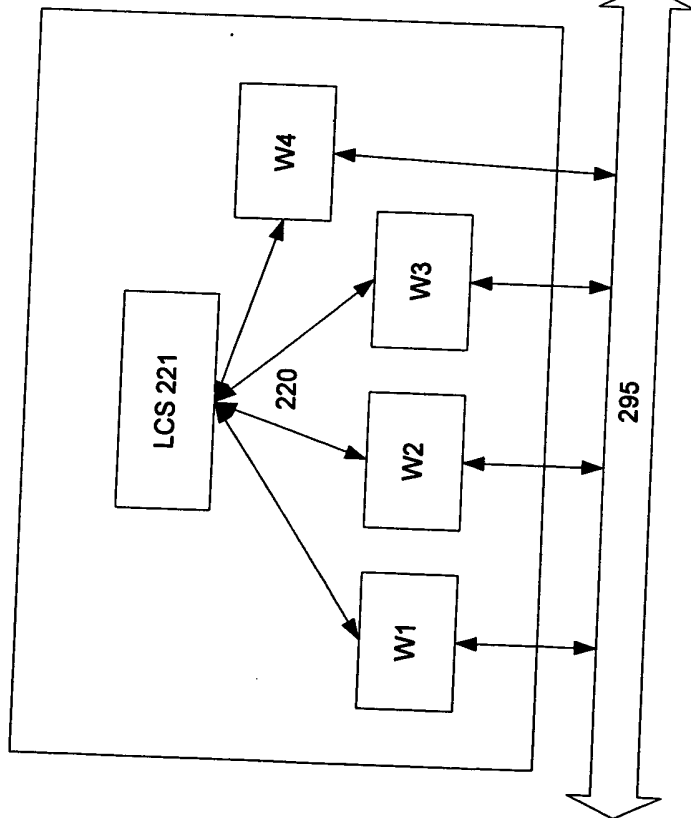


Fig 3A

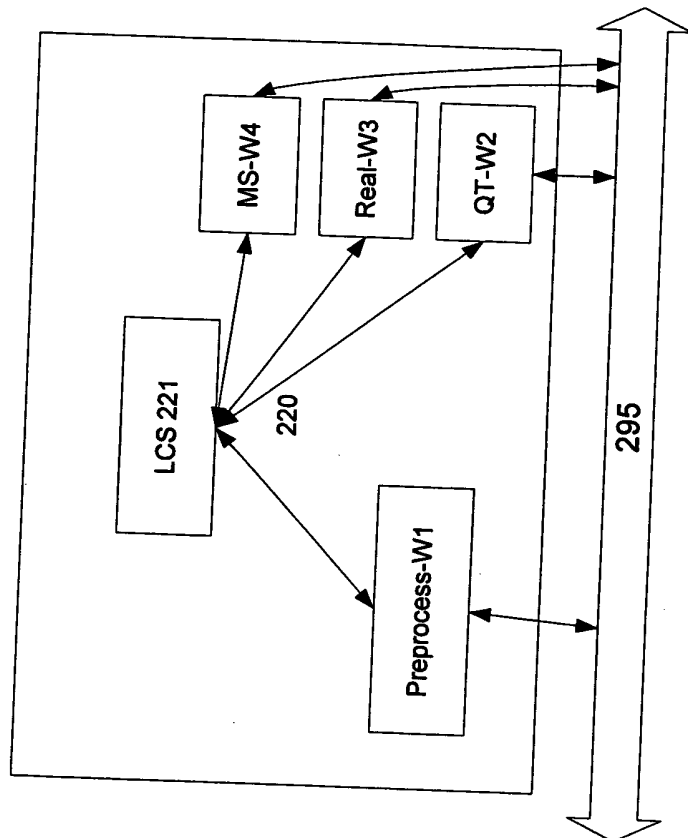
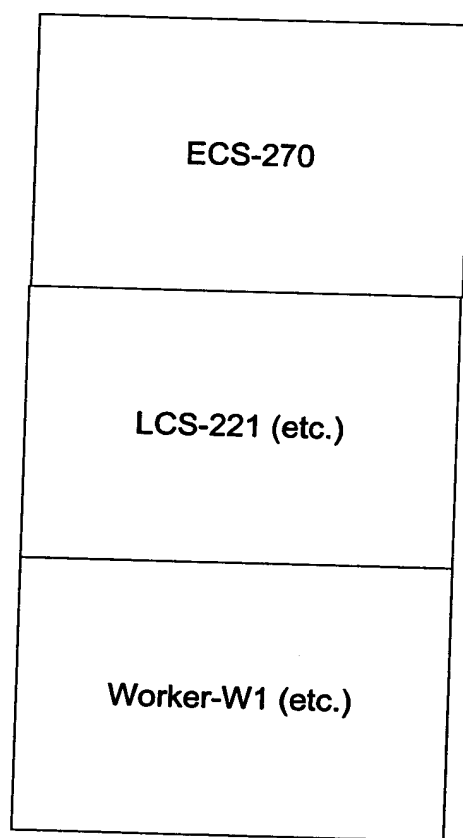


Fig 3B



**Fig. 4**

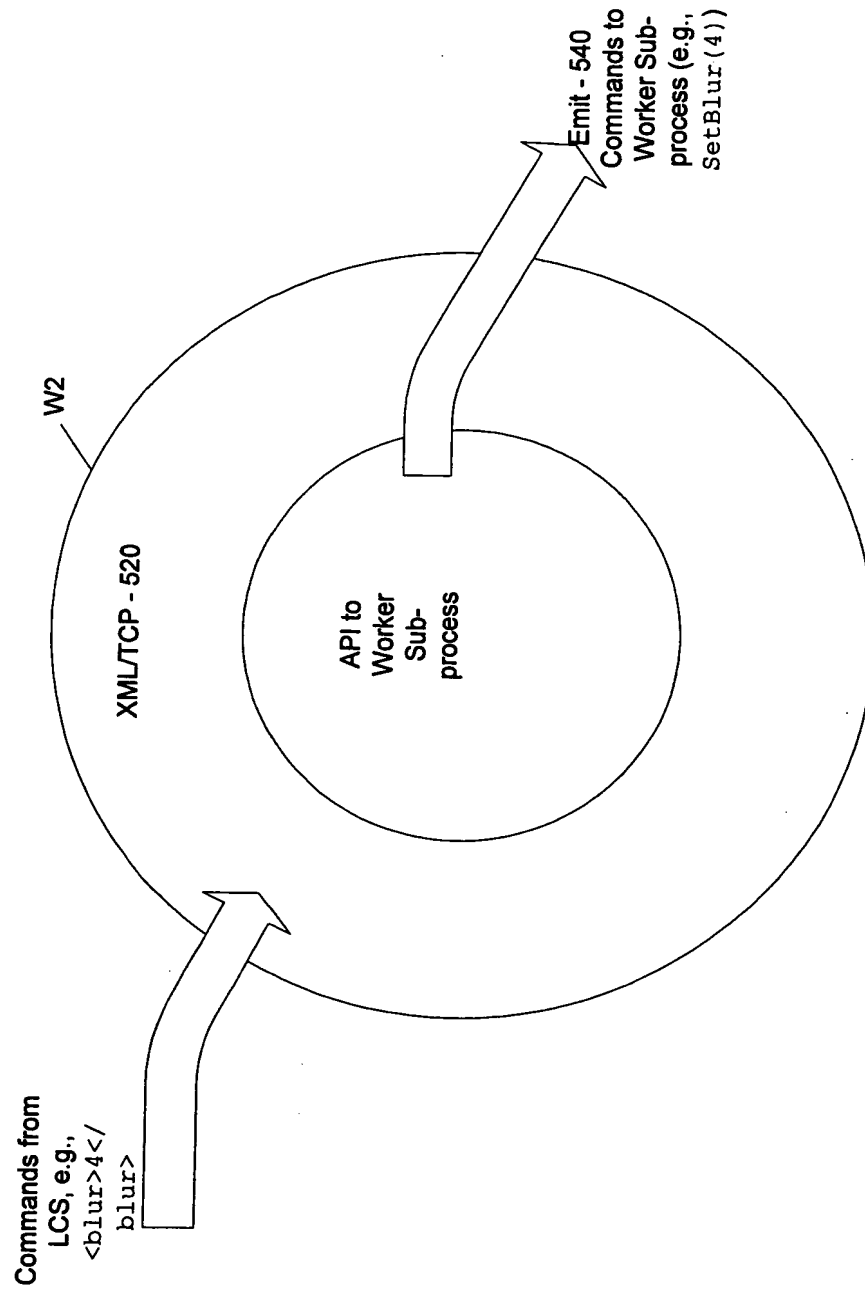


Fig. 5

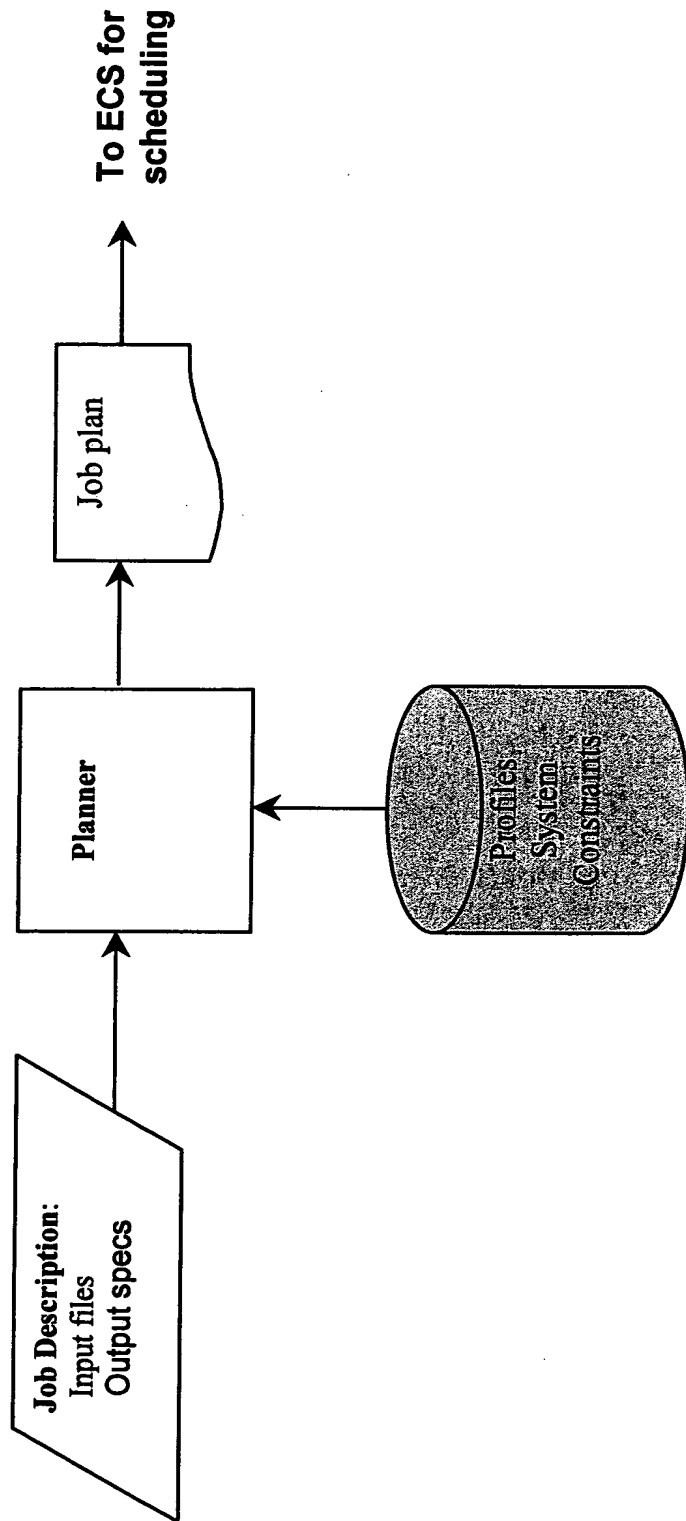


Fig. 6

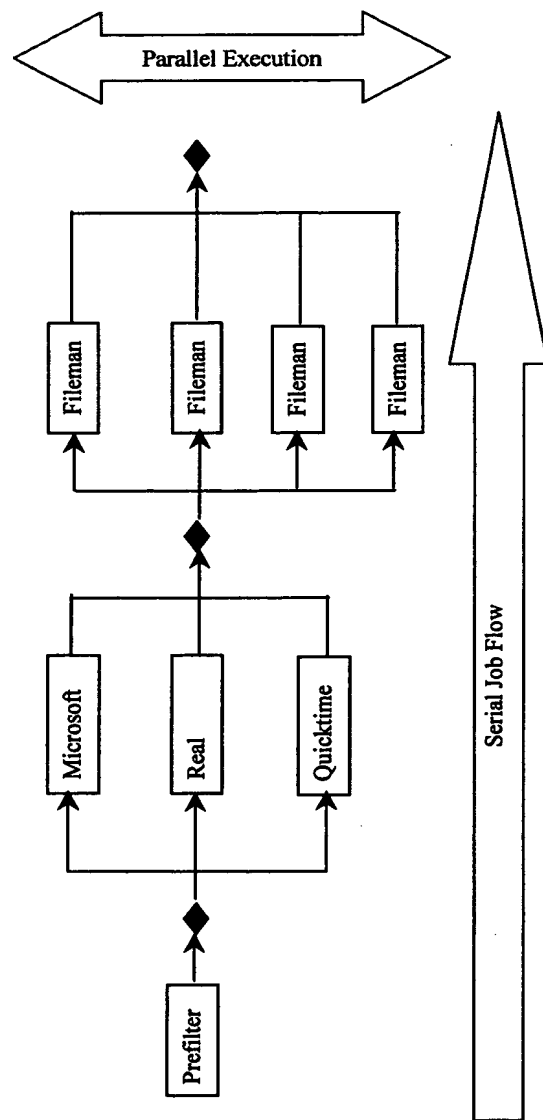


Fig. 7A



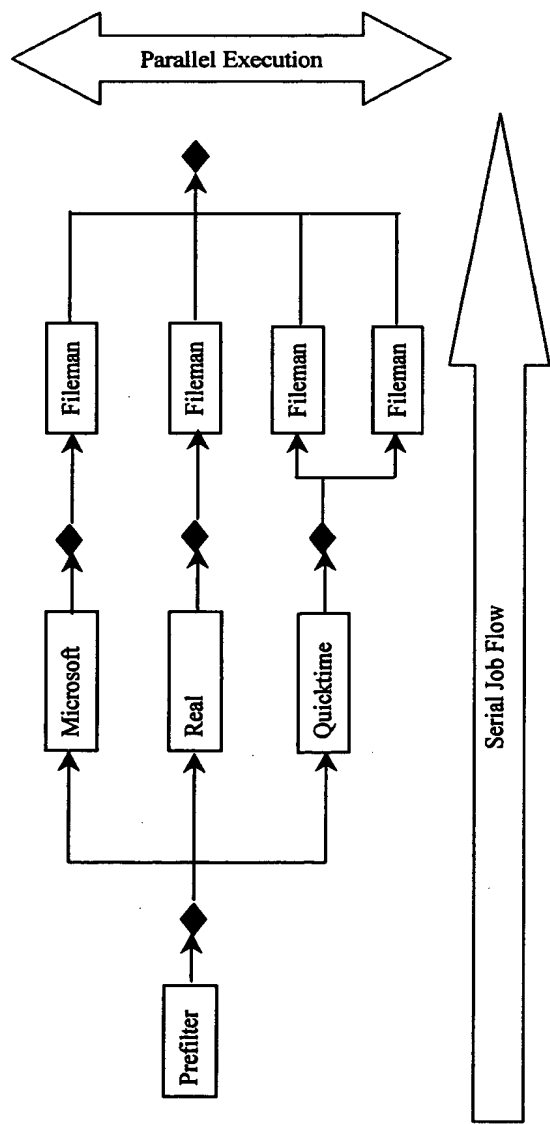


Fig. 7B

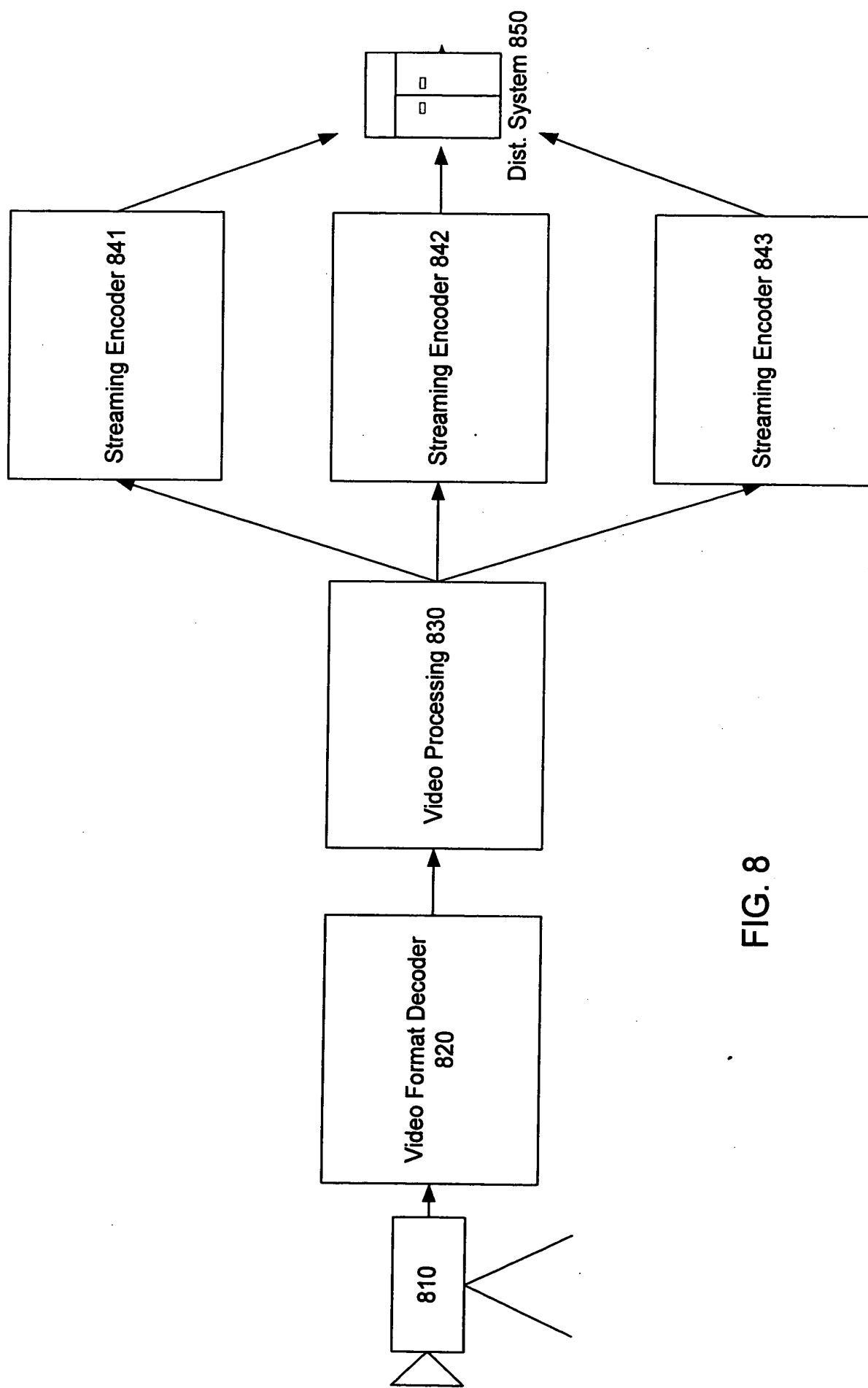


FIG. 8

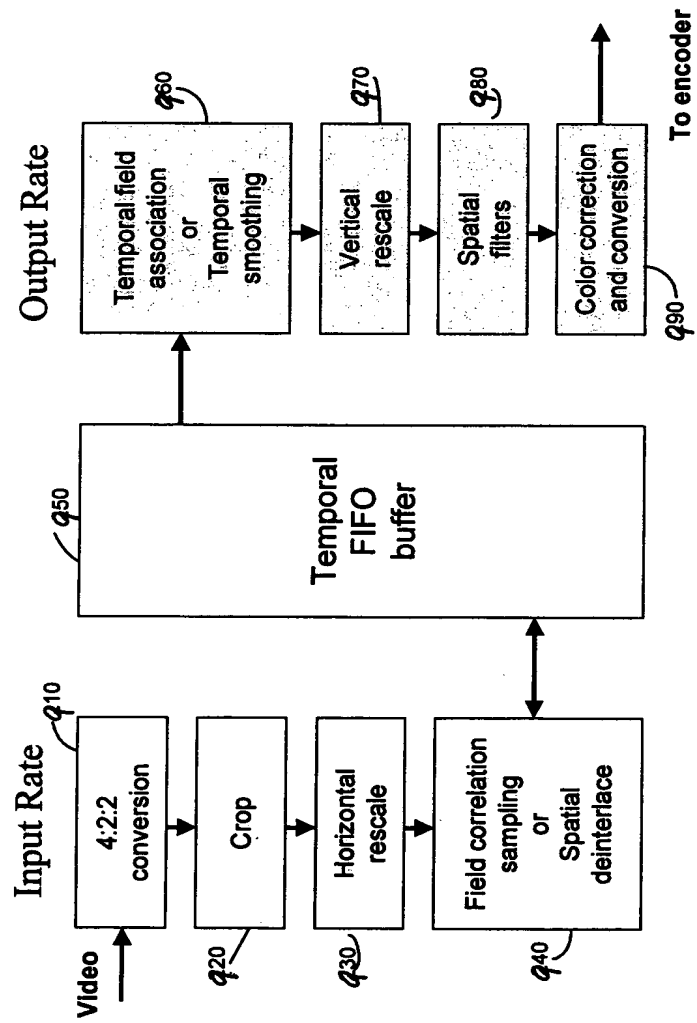


FIG. 9

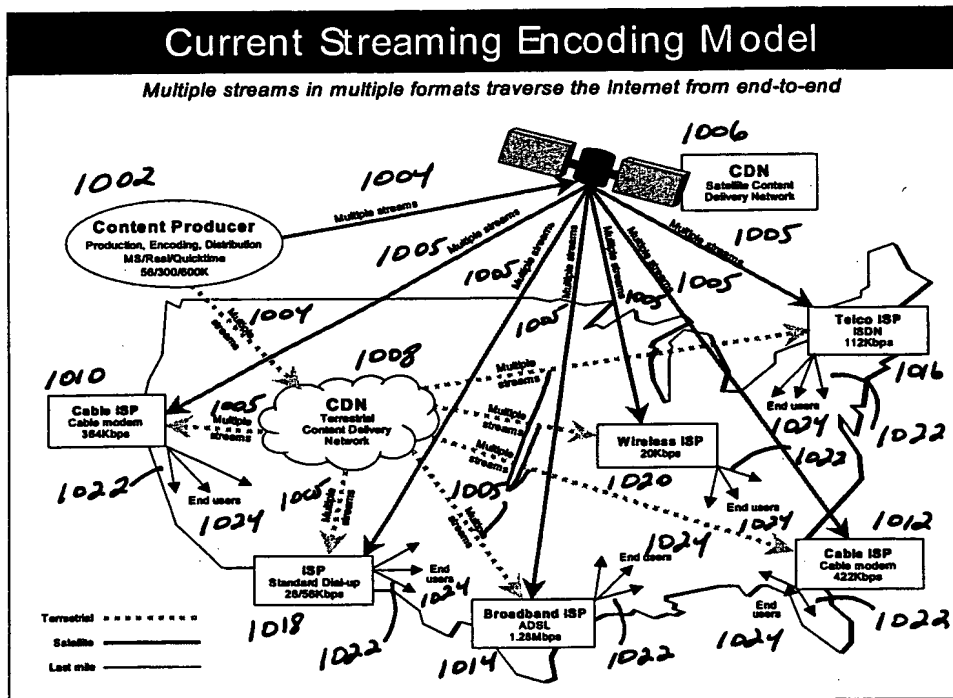


Figure 10 (prior art)

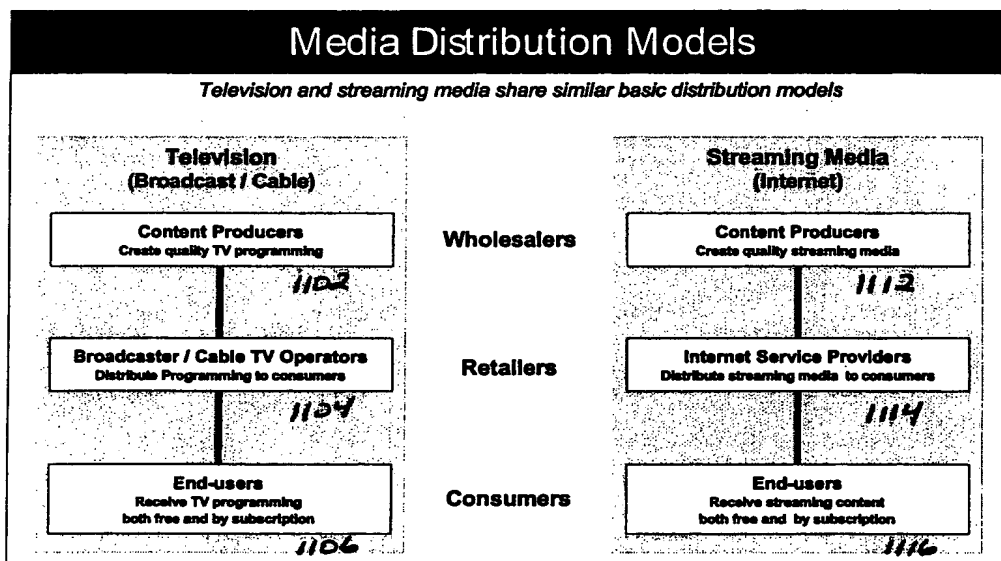


Fig. 11 (prior art)

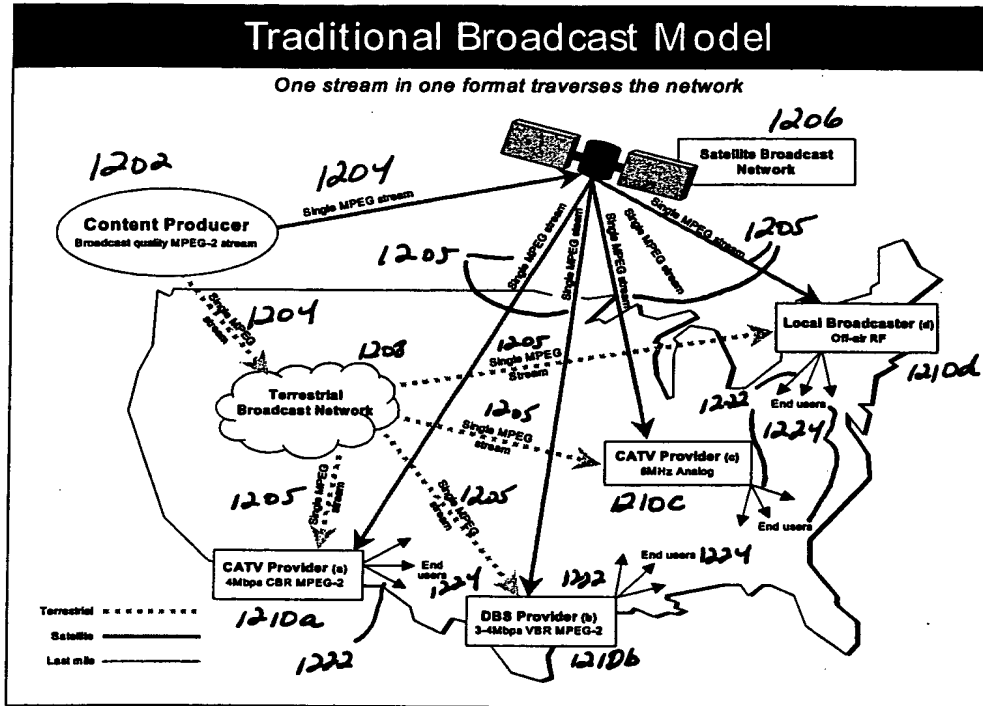


Fig. 12 (prior art)

# Media Economic Models

Cost and revenue distribution differs significantly between television and streaming media

## Television (Broadcast / Cable)

## Streaming Media (Internet)

Costs	Revenue	Stakeholder		Stakeholder	Revenue	Costs
Yes Produce programming & encode single MPEG stream -Pay for transport	Yes Sell programming to Broadcast / Cable	<sup>1302</sup> Content Producers Create quality TV programming	Wholesalers	<sup>1312</sup> Content Producers Create quality streaming media	No All revenue is transferred to other costs	Yes -Produce programming & encode multiple streams -Pay for transport
Yes Infrastructure	Yes Sell bandwidth to Content Producers	<sup>1304</sup> Satellite & Terrestrial Delivery Distribute Programming to Broadcast / Cable	Transport	<sup>1314</sup> Satellite & Terrestrial CDN's Distribute streaming media to ISP's	Restricted Sell bandwidth to content providers	Yes Infrastructure
Yes Pay wholesale price for programming	Yes Subscription revenue (cable/DBS) Ad revenue (local and/or national (NA))	<sup>1306</sup> Broadcaster / Cable TV / DBS Operators Distribute Programming to consumers	Retailers	<sup>1316</sup> Internet Service Providers Distribute streaming media to consumers	No All revenue is directly related to streaming media	Yes Infrastructure
Yes Pay subscription fees for programming (cable/DBS)	N/A	<sup>1308</sup> End-users Receive TV programming both free and subscription	Consumers	<sup>1318</sup> End-users Receive streaming content both free and subscription	N/A	No
Yes Pay for ad time	Indirect	<sup>1310</sup> Advertisers (local & national) Purchase ad time to run during network programming	Advertisers	<sup>1320</sup> Advertisers Minimal advertising is not connected to streaming / no localization	No Advertising not directly linked to streaming media	No Advertising not directly linked to streaming media

Fig. 13 (prior art)

# Agility Edge Architecture

Edge encoders can be managed locally or centrally

## Agility Edge encoding platform

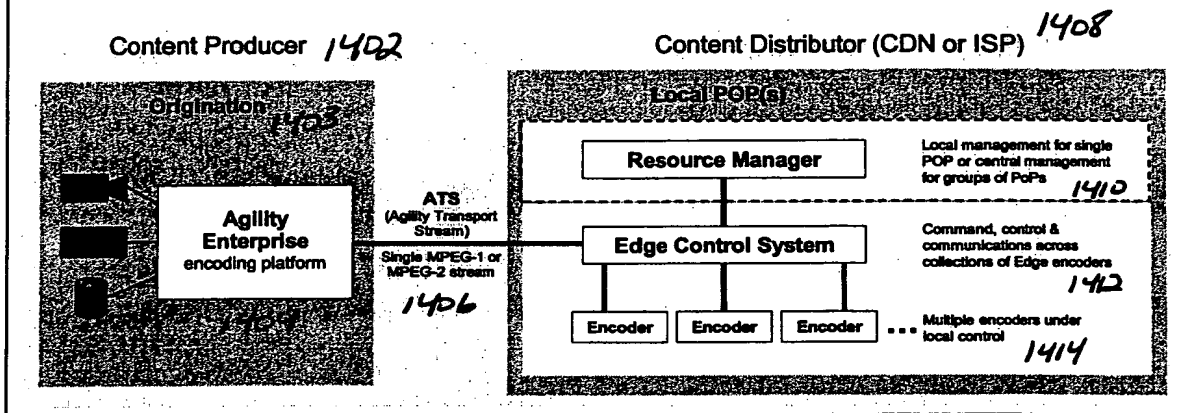


Fig. 14



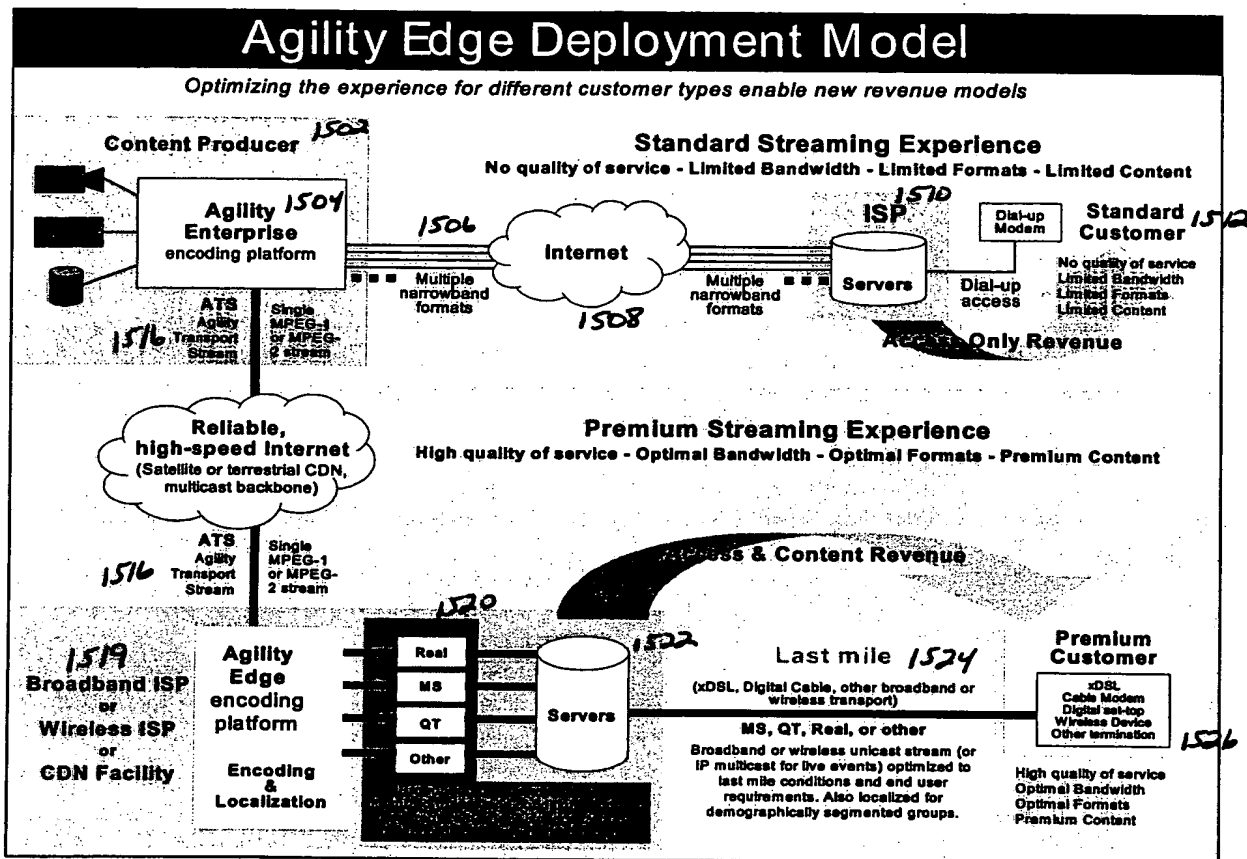


Fig. 15

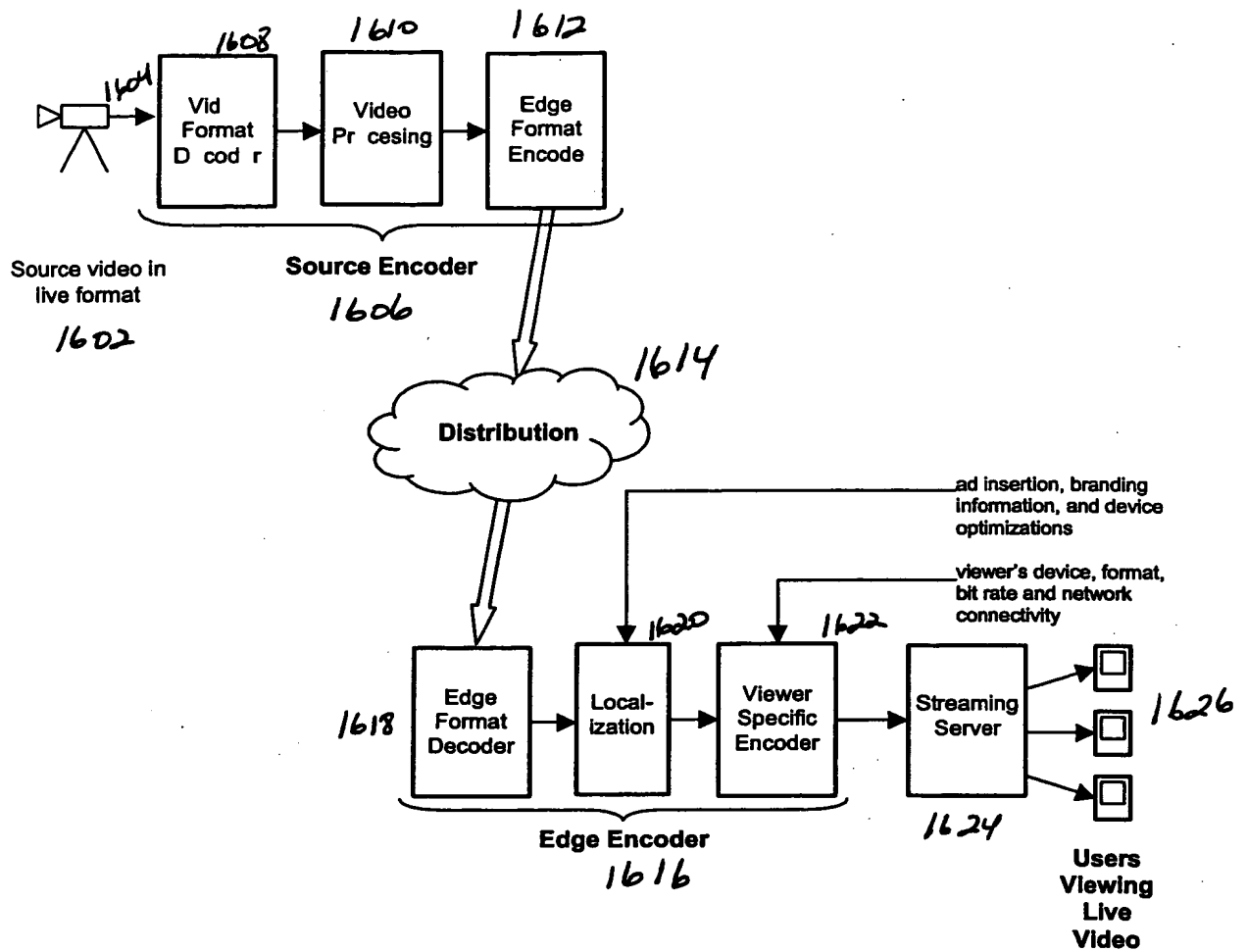
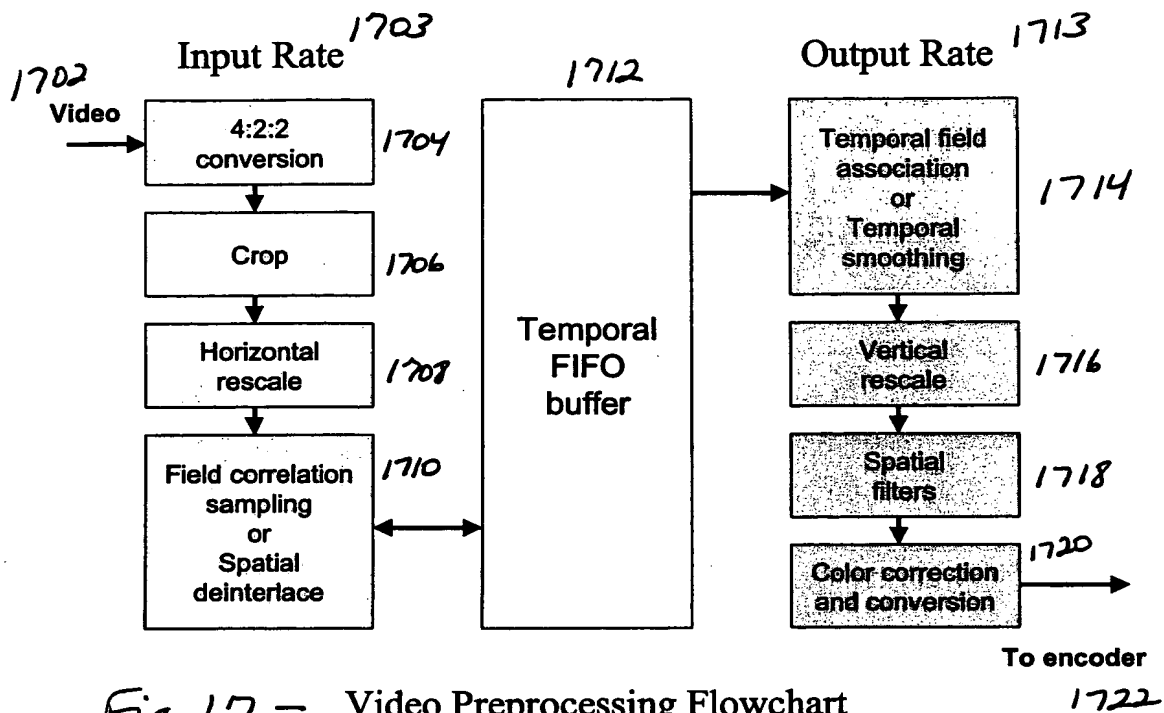


Figure 14 Edge Encoding



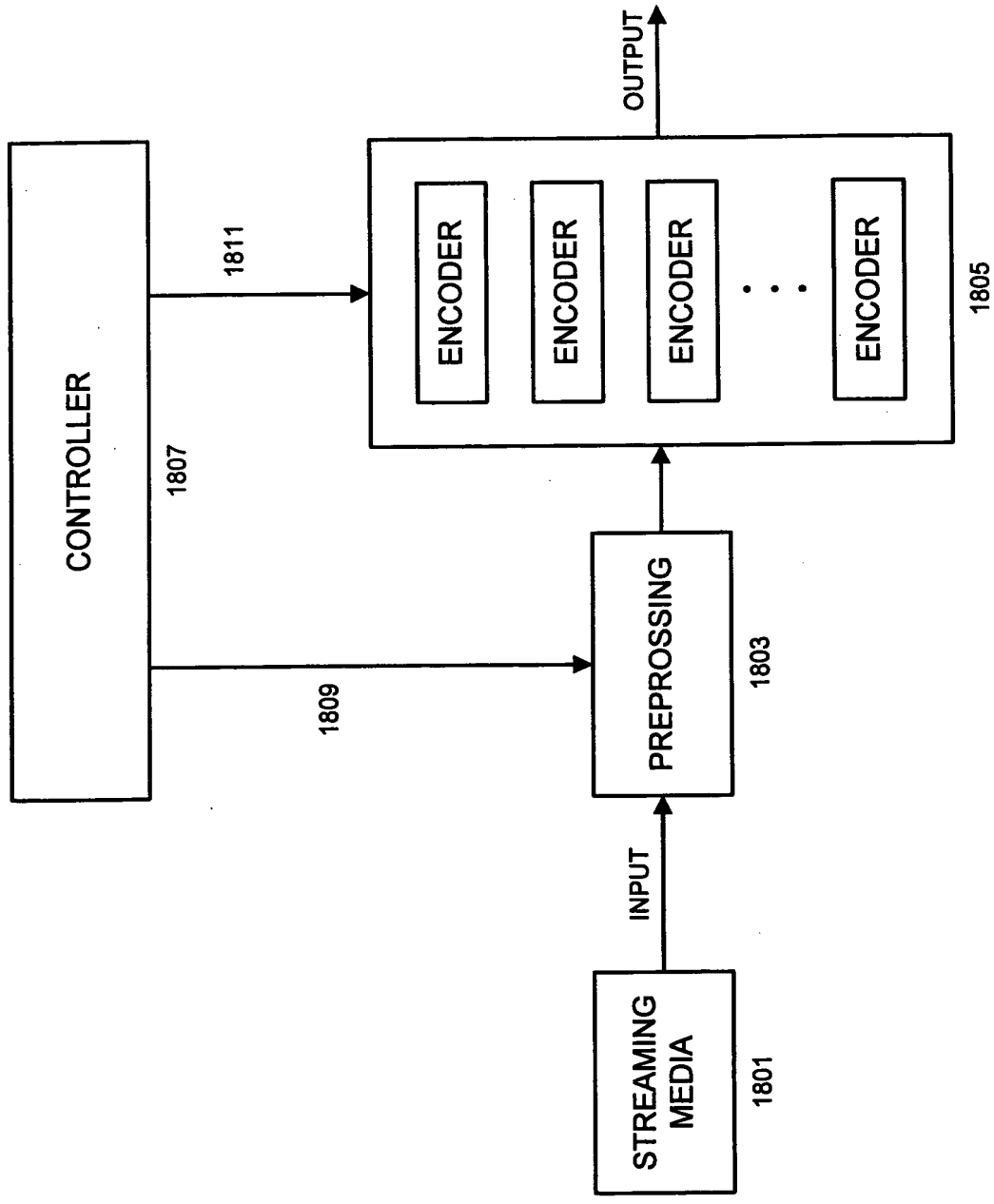


Figure 18